

3 Ways to Deliver Hyperpersonalized Customer Experiences at Scale

See how communications service providers can enhance customer experiences with Oracle Communications Digital Business Experience

It's time to make communications services more personal

Communications service providers (CSPs) support tens of millions—even hundreds of millions of customers every day. But every user is different, and customers may have their own expectations for how they'd like to interact with their service provider.

Nowadays, customers want and expect hyperpersonalized customer experiences. But how can you deliver tailored customer experiences at scale without straining other business resources?

With a vast number of customers, offering hyperpersonalized customer experiences can be tricky without the right customer experience platform, especially if you don't have a unified view of customer data.

In this ebook, we'll discuss how CSPs can tackle three key customer experience challenges, and how you can deliver more personalized user experiences at scale.

Fragmented data hinders personalization

According to a 2025 Omdia customer engagement survey, 40% of those surveyed said fragmented customer data was a key obstacle to delivering a personalized customer experience.

“When customer data is scattered across disconnected systems or departments, organizations struggle to create a holistic understanding of individual preferences, behaviors, and interactions. This fragmentation prevents businesses from delivering consistent, context-aware experiences across channels and touchpoints.”¹



Unify data to understand your customers

When multiple departments within a CSP each use a different set of tools to interact with customers, customer data can become fragmented. For example, if your marketing team uses an in-house application for messaging and calling services and the contact center relies on a different third-party application, customer data ends up in separate silos. As a result, there could be multiple versions of the same customer data, leading to inconsistencies and errors. This can prevent you from having a clear, 360-degree view of each customer. Without unified customer data, you might miss out on opportunities to improve customer loyalty or upsell based on known customer interests, such as gaming or streaming.

A hypothetical snapshot of one customer's user preferences

- Prefers to receive email notifications about monthly billing
- Prefers to receive text message notifications about a service outage
- Prefers to speak to a human customer service representative for complex purchasing questions





Key takeaway:

CSPs can't offer customer personalization if they don't fully understand their customers and their preferences.

Solution:

Unify data to build a complete and comprehensive view of your customers, enabling personalized experiences at the individual level. When subscribers have their preferences met, service providers can build customer lifetime value.



Empower customers with choices

Customers want options for managing their customer service experience, including both assisted and unassisted (self-service) options. CSPs must deliver seamless and personalized experiences across all channels, including traditional channels, such as physical stores and customer service centers, as well as digital channels, like self-service portals or social media. For example, some customers may prefer to talk with a customer service representative over the phone, while others are comfortable interacting a chatbot.

Self-service channels, such as mobile apps, chatbots, and customer portals allow customers to drive the interaction. Through self-service channels, customers can get the information they want when they need it. These channels also give them the ability to make updates to their account information and services at their own convenience.

But even in the era of self-service capabilities, some customers still prefer to have an actual human helping them. The issues that customer support representatives resolve are often more complex in nature, so how can agents offer more personalized customer interactions while also improving efficiency?

Changing orders in progress with the ease of self-service capabilities: A real world example

If a customer orders a red mobile phone from a service provider but intended to order a blue phone, does the customer need to cancel the order and place a new one? With the right capabilities, customers have the control they need to make changes to orders already in progress. The result? Orders in progress get fixed—quickly and hassle free.

Key takeaway:

A more cohesive omnichannel experience can give customers more control.

Solution:

Implement a system that can integrate with existing support channels so customers can drive the experience using their preferences. This robust functionality will give customers the tools they need to find answers and resolve issues without needing assistance.



Embrace AI-driven automation

With a complete view of the customer, AI-powered tools and technologies, such as GenAI and AI agents can help automate processes and support customer experience personalization.

Although service providers may rely heavily on technology and automation for customer support and personalization, some customers still want to speak with a customer service representative, particularly if they are experiencing a more complex challenge.

For example, if a customer's internet service goes down, the customer may feel more comfortable troubleshooting the issue with a service representative rather than trying to resolve the issue on their own. Or the customer might have complicated questions regarding a new purchase. So how can a representative provide support more efficiently?

Voice is still a preferred customer channel

According to a 2023 Metrigy report, the majority of interactions between support representatives and customers is still through voice.

“While there are many ways to communicate between agent and customer, voice is still king. In fact, according to our research, 73% of all interactions use voice, either initially or after a digital interaction.”²

Key takeaway:

Customer support representatives need easy access to the right information and resources to efficiently interact with customers who prefer not to use self-service channels.

Solution:

Implement a system that helps customer support representatives:

- Offer more personalized customer experiences by easily accessing customer data
- Support upselling opportunities by viewing relevant customer information, for example, a customer with an interest in gaming
- Resolve issues faster with AI capabilities that provide suggested next steps or knowledge articles
- Work more efficiently with automated tasks and workflows

Transform the customer experience with Oracle

Look to Oracle to support customer experience personalization at scale with Oracle Digital Business Experience.

Digital Business Experience helps your organization:

- Access a full view of customer information
- Scale user personalization without a detrimental impact on the business
- Support seamless omnichannel integration to hyperpersonalize customer experiences and put customers in control
- Improve customer support representative productivity with the help of AI capabilities

Ready to dive deeper into customer personalization? [Access the webinar to learn more.](#)



Connect with us

Visit the homepage <https://www.oracle.com/communications/>

Call +1.800.ORACLE1 or visit [oracle.com](https://www.oracle.com)

Outside North America, find your local office at [oracle.com/contact](https://www.oracle.com/contact)

Copyright © 2025 Oracle and/or its affiliates. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.